

ITC GRANT NARRATIVE PROGRESS REPORT

Grantee: Moscow Chamber of Commerce	Grant Number:
Date Submitted: August 15, 2012	Report #: <input type="checkbox"/> 2 <input type="checkbox"/> 4
Date Posted for Review:	<input type="checkbox"/> 1 <input checked="" type="checkbox"/> 3 <input type="checkbox"/> Final

Awarded Grant: \$ 33,000.00	Cash Match Requirement: \$ 4125.00	Total Cash Match
Amount Expended YTD: \$26,324.20	Cash Match Documented YTD: \$6625.00	Committed: \$

Element 3: Advertising

Amount Awarded: \$ 11,000.00	Amount Expended YTD: \$10,685.75	Cash Match Documented YTD: \$	Total Cash Match Committed: \$
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Progress of Element since grant award or last report:

We are currently working on a business card-sized advertisement with Southern California Life after 50; the oldest and largest (500,000 50+ readers) monthly publication and website dedicated exclusively to active Southern California seniors.

The magazine serves all of Southern California, which includes Los Angeles (Beverly Hills, Malibu, Santa Monica, Hollywood), San Diego County, Orange County, South Bay, San Fernando Valley, Ventura County, San Gabriel Valley, and now Laguna Woods.

Anticipated completion date(s): September 30, 2012

Actions needed to complete this element: Correct development and approval of the advertisement.

Measurements(s) of Results

Element 4: Visitors Guide Magazine

Amount Awarded: \$ 11,000.00	Amount Expended YTD: \$7250.00	Cash Match Documented YTD: \$2500.00	Total Cash Match Committed: \$
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Progress of Element since grant award or last report:

Based upon the approval from Francis Conklin: "Frances supports allowing Moscow to use the remaining funds in their '11 visitor guide element toward the 2013 guide which was just funded in the '12 grant. You might want to take this into consideration when applying for funds next year as it appears the amount needed appears it would be less. If you have any questions give me a call", we will issue an RFP for production and development of a photograph bank to utilize in the 2012 Visitors Guide and additional tourism-related items.

Anticipated completion date(s): September 30, 2012

Actions needed to complete this element: Selection of a photographer and development of a photograph bank

that accurately depicts the wide variety of tourist attractions in Region II.

Measurements(s) of Results

Copy for additional elements

Element 5: Online Advertising

Amount Awarded:	Amount Expended YTD:	Cash Match Documented YTD:	Total Cash Match Committed: \$
\$ 4000.00	\$2995.00		

Progress of Element since grant award or last report:

We have been approached to participate in a regional Wineries and Breweries Video – I think this will be a GREAT marketing asset for us, and think it would be great for the regional tourism as well. This is a cooperative project – the wineries and breweries, NCITA, the Pullman Chamber of Commerce and us – we'll all contribute. I think it will be a great precursor to our brochure included in the 2012 grant proposal as well. We will submit an amendment to our 2011 grant for approval before moving forward.

Anticipated completion date(s): September 30, 2012

Actions needed to complete this element: Approval of a proposed amendment to our 2011 grant, and development of the video.

Measurements(s) of Results

Copy for additional elements

Element 6: Web Maintenance

Amount Awarded:	Amount Expended YTD:	Cash Match Documented YTD:	Total Cash Match Committed: \$
\$ 2000.00	\$1337.50	\$	

Progress of Element since grant award or last report:

We devoted time to updating and refining the website to make it easier for visitors to use. We added functionality to the calendar for viewing community events, made it easier to view the Visitors Guide via the website, and added functionality to the back end of the website to make it an easier interface for edits and changes.

Anticipated completion date(s):

The update is complete as of May 30, but we anticipate a continuing annual update included under the Web Maintenance element in our grant requests.

Actions needed to complete this element:

The update is complete for the 2011 grant.

Measurements(s) of Results

The website is easier to use for all concerned.



No activity during this report period due to seasonal nature of marketing activity.

Copy for additional elements

Element 7: Travel, Training and Tradeshow

Amount Awarded: \$ 1800.00	Amount Expended YTD: \$1662.83	Cash Match Documented YTD: \$	Total Cash Match Committed: \$
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Progress of Element since grant award or last report:

We presented our 2012 grant proposal to the Idaho Travel Council, and attended the ICORT conference in Coeur D'Alene as well. We made crucial connections with Trip Advisor, Madden Media, Alaska Airlines Magazine, and the Idaho Travel Council personnel.

Anticipated completion date(s):

Travel is complete for this year, but we anticipate a continual request in subsequent grants.

Actions needed to complete this element:

Travel is complete for the 2011 grant, and we anticipate utilization of the remaining funds to train the Chamber of Commerce staff in marketing and promotion of Region II attractions.

Measurements(s) of Results

Increased exposure and tourist visits to area attractions.



No activity during this report period due to seasonal nature of marketing activity.

Copy for additional elements

Element 8: FAM Tours

Amount Awarded: \$ 1200.00	Amount Expended YTD: \$0.00	Cash Match Documented YTD: \$	Total Cash Match Committed: \$
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Progress of Element since grant award or last report:

We assisted Lisa Jenkins with bringing a travel writer, Robert Holden, a writer from Sunset Magazine and the blog, 'Cornichon', into our region. Mr. Holden met with local wineries and breweries in our region, as well as dined at local restaurants.

Anticipated completion date(s): Ongoing collaboration.

Actions needed to complete this element: We anticipate transferring the remaining funds in this element into Element 4 to develop our photograph bank.

Measurements(s) of Results



No activity during this report period due to seasonal nature of marketing activity.